

Fig. 1

Site	Country Tag
ABC.com	US
ABC.fr	FR, UK
ABC.org	-
.....	...

Fig. 2
Country Tagging
in Index

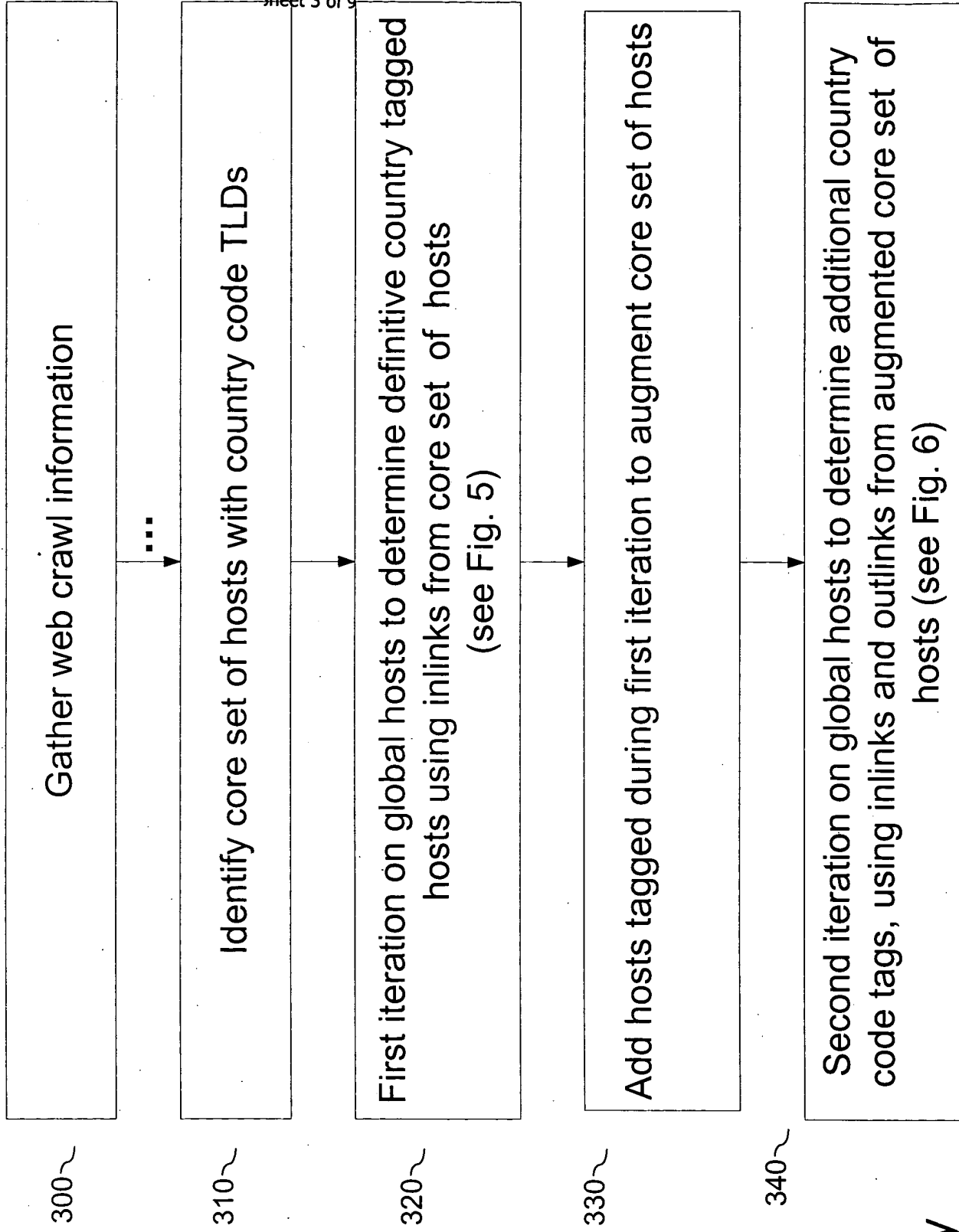


Fig. 3
Create
Country
Tags

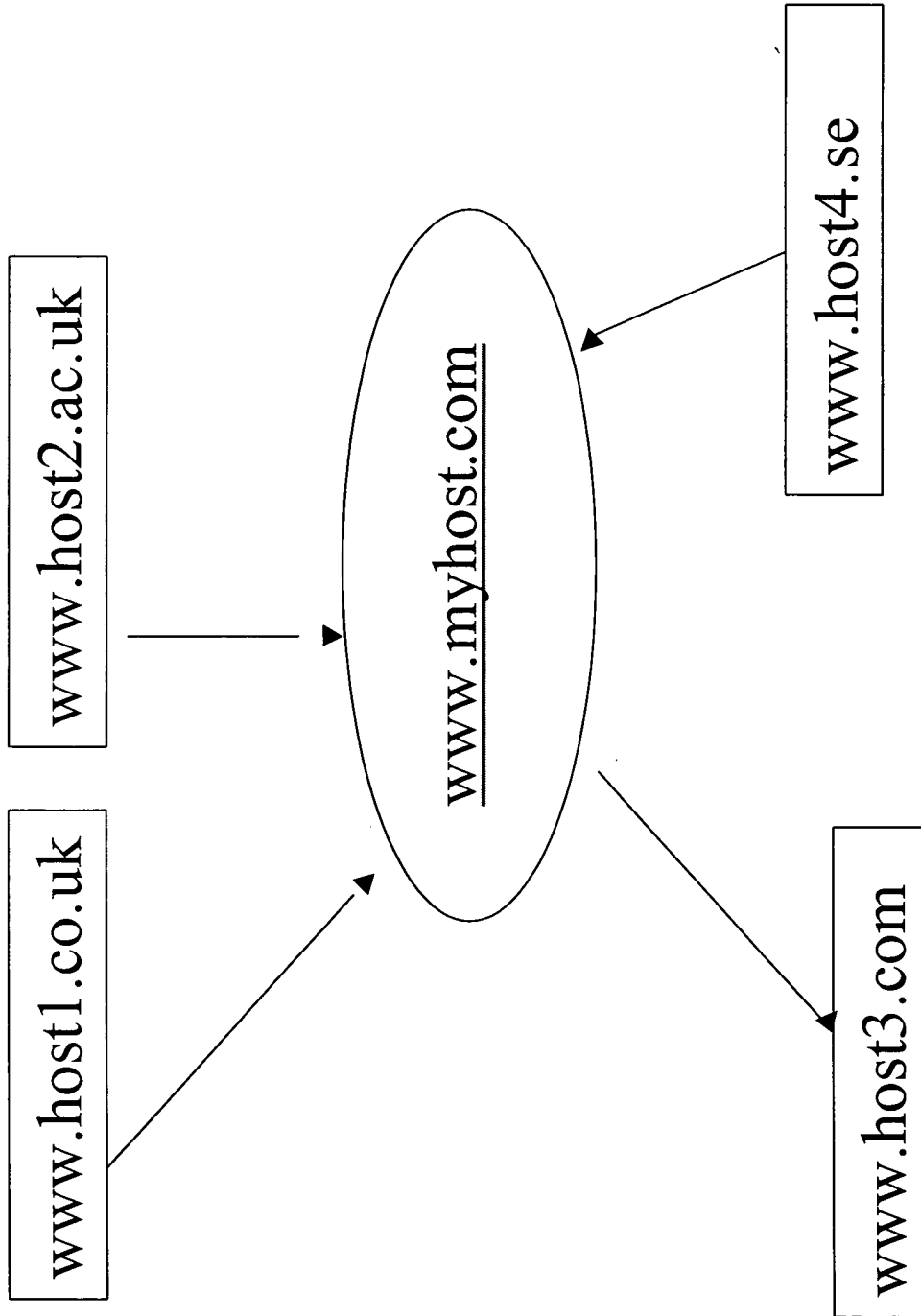


Fig. 4
Inlinking and Outlinking

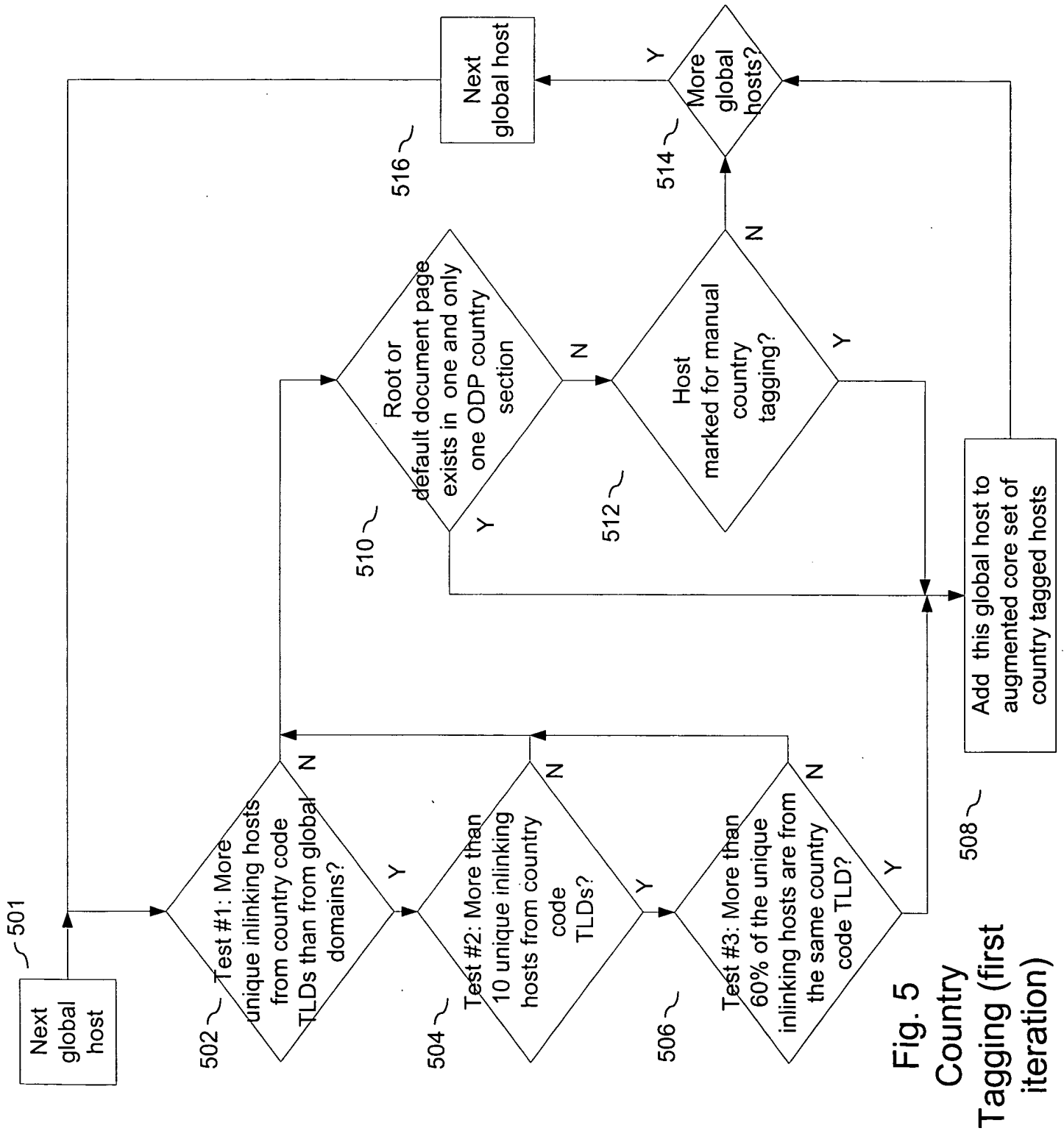


Fig. 5
 Country
 Tagging (first
 iteration)

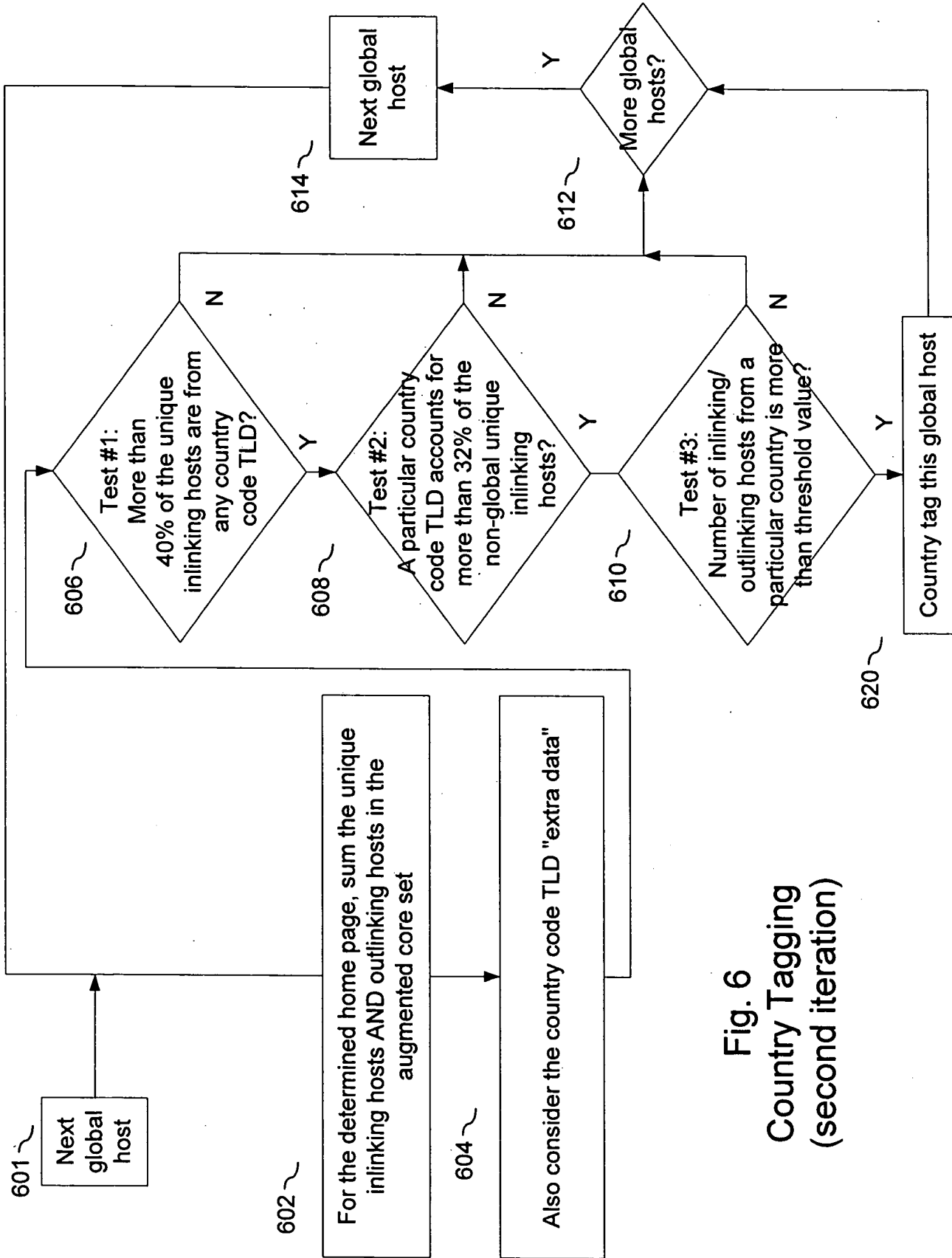


Fig. 6
 Country Tagging
 (second iteration)

Host name for site A is fr.foo.com (i.e., a global host)

10 links from .com

5 links from foo.fr

5 links from foo.de

3 links from foo.ca

No outgoing links on this page

Extra data:

Name clues: Host name for site A is fr.foo.com --> Add 5 to fr

IP address is in US
--> Add 4 to us

Vote summary for Site A:

.com 10 points

.fr 5+5= 10 points

.de 5 points

.us 0+4= 4 points

.ca 3 points

10 global inlinks (From global domains, e.g., .com)

22 non-global inlinks (From country-specific domains)

Tests (see Fig. 6)

#1: nonglobal inlinks/total inlinks

#2: fr inlinks/non-global inlinks

#3: fr inlinks and outlinks

Passes test?

TRUE

TRUE

TRUE

$$= 22/32 = 68\%$$
$$= 10/22 = 48\%$$

=10

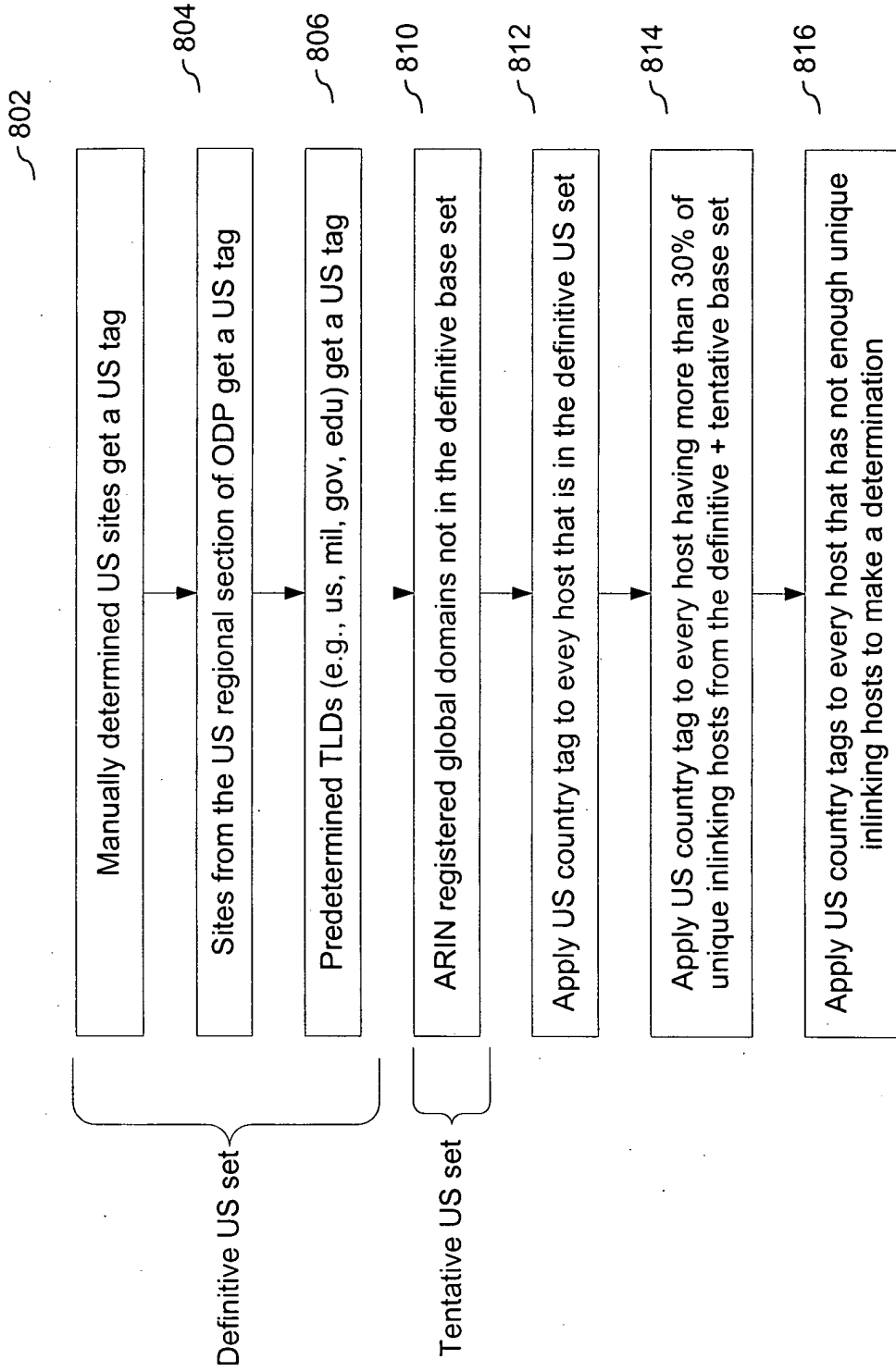


Fig. 8
Examples of US
Country Tagging

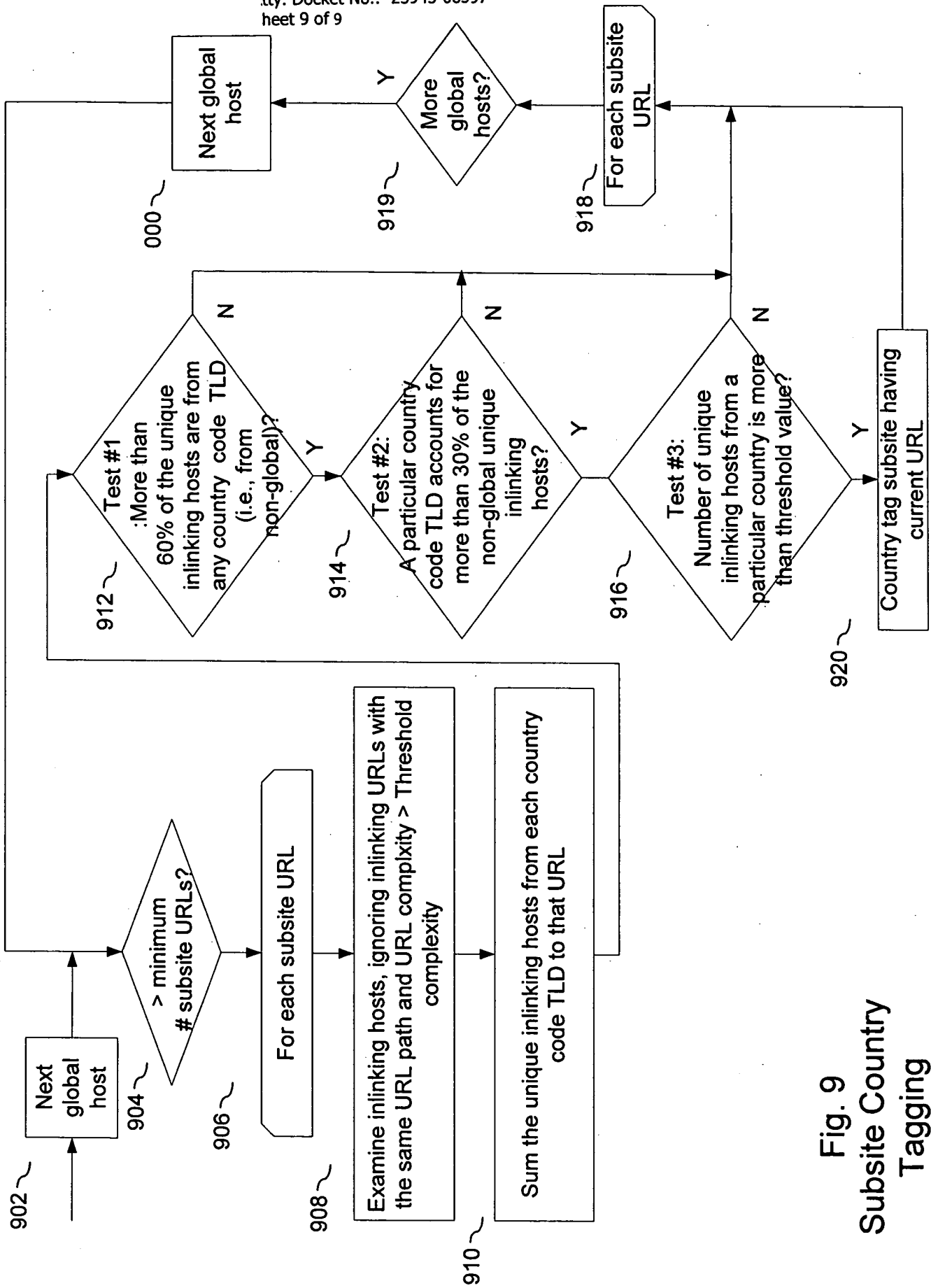


Fig. 9
 Subsite Country
 Tagging